

BEEF
IT'S WHAT'S FOR DINNER.®

Meat Substitutes

When it comes to Ground Beef and newer meat substitutes, it's good to know the facts. Based on the Nutrition Facts panel comparisons, did you know that 93% lean ground beef is lower in calories, fat, sat fat and sodium and higher in high-quality protein than meat substitutes? Beef is an authentic source of high-quality protein and 10 essential nutrients, including Protein, Iron, Zinc, and B-Vitamins that are essential to good health.

Ground Beef and Meat Substitutes

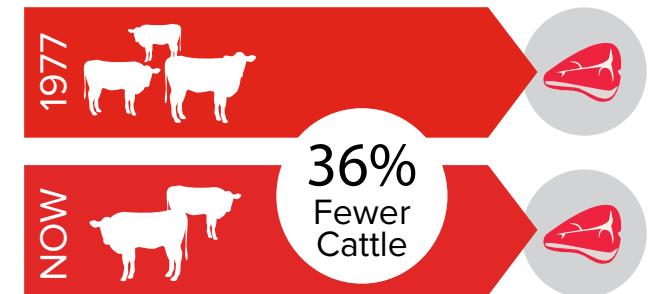
Nutrient	Ground Beef 80% Lean, 4 oz, raw ¹	Ground Beef 93% Lean, 4 oz, raw ²	Ground Beef 96% Lean, 4 oz, raw ³	Soy-Based Burger, 4 oz, raw ⁴	Pea-Based Burger, 4 oz, raw ⁵
Calories (kcal)	290	170	150	240	250
Total Fat (g)	23	8	4.5	14	18
Saturated Fat (g)	9	3.5	2	8	6
Cholesterol (mg)	80	70	70	0	0
Sodium (mg)	75	75	75	370	390
Total Carbohydrate (g)	0	0	0	9	3
Protein (g)	19	24	25	19	20

LOOK AT THE LABEL

Product	Ingredients
80% Lean ¹	Beef
93% Lean ²	Beef
96% Lean ³	Beef
Soy-Based Burger ⁴	Water, Soy Protein Concentrate*, Coconut Oil, Sunflower Oil, Natural Flavors, 2% or less of: Potato Protein, Methylcellulose, Yeast Extract, Cultured Dextrose, Food Starch Modified, Soy Leghemoglobin, Salt, Soy Protein Isolate, Mixed Tocopherols (Vitamin E), Zinc Gluconate, Thiamine Hydrochloride (Vitamin B ₁), Sodium Ascorbate (Vitamin C), Niacin, Pyridoxine Hydrochloride (Vitamin B ₆), Riboflavin (Vitamin B ₂), Vitamin B ₁₂
	*Contains: Soy
Pea-Based Burger ⁵	Water, Pea Protein Isolate**, Expeller-Pressed Canola Oil, Refined Coconut Oil, Rice Protein, Natural Flavors, Cocoa Butter, Mung Bean Protein, Methylcellulose, Potato Starch, Apple Extract, Salt, Potassium Chloride, Vinegar, Lemon Juice Concentrate, Sunflower Lecithin, Pomegranate Fruit Powder, Beet Juice Extract (for color) ⁵
	**Peas are legumes. People with severe allergies to legumes like peanuts should be cautious when introducing pea protein into their diet because of the possibility of a pea allergy. Contains no peanuts or tree nuts.

MORE HIGH-QUALITY BEEF, MORE SUSTAINABLY

Beef farmers and ranchers are continuously improving the way beef is raised to ensure a sustainable supply of delicious and nutritious beef. Today's beef farmers and ranchers produce the same amount of beef with 36% fewer cattle.⁶



How'd they do it?

- Better Animal Health & Welfare
- Better Animal Nutrition
- Better Animal Genetics



Funded by Beef Farmers and Ranchers

¹ USDA National Nutrient Database for Standard Reference for beef. NDB# 23572 <https://ndb.nal.usda.gov/ndb/search/list>

² USDA National Nutrient Database for Standard Reference for beef. NDB# 23472 <https://ndb.nal.usda.gov/ndb/search/list>

³ USDA Ground Beef Calculator: <https://ndb.nal.usda.gov/ndb/beef/show>

⁴ www.impossiblefoods.com/burger/

⁵ www.beyondmeat.com/products/the-beyond-burger/

⁶ USDA NASS Quickstats Data calculated using data as of January 1, 2018.



Nicely done, beef.
**Substituting your taste
is beyond impossible.**

BEEF

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Plant-based burgers can have up to 22 ingredients. Beef is just beef. Period. To find out more go to BeefItsWhatsForDinner.com.

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